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Sierra DRINK Lager

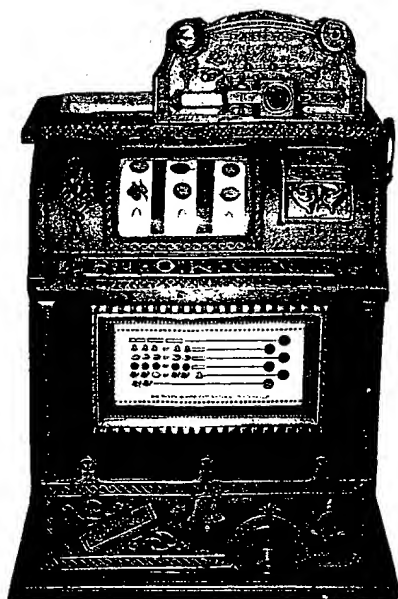


Meetings
1929

LIBERTY BE
SALOON & RESTAURANT
1000 N. Broadway
San Francisco, Cal.



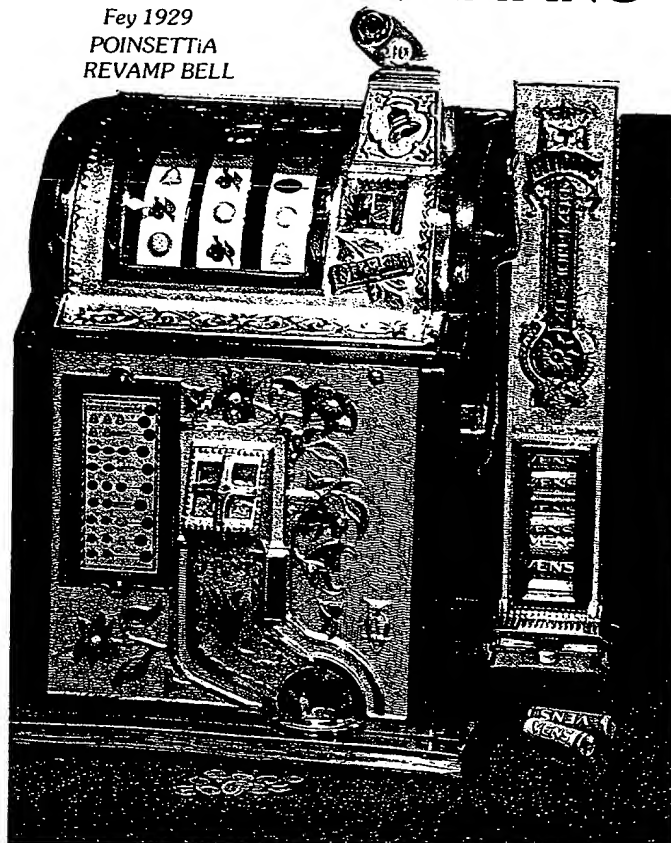
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Fey 1914
REVAMP

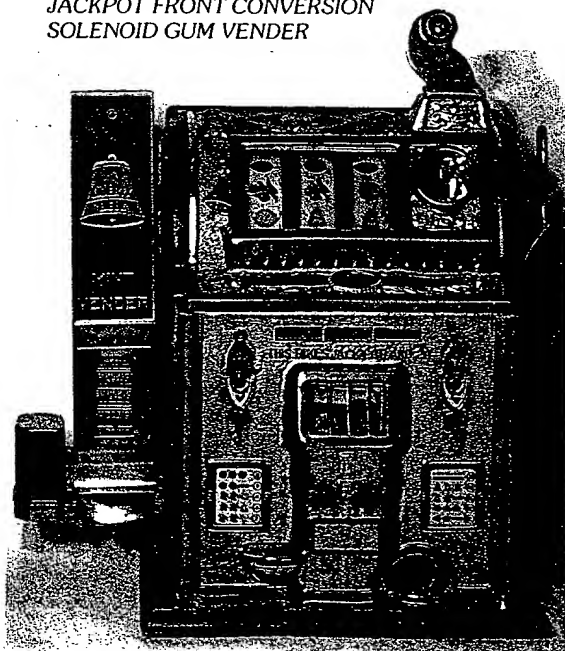
REVAMPING

Fey 1929
POINSETTIA
REVAMP BELL



Since their origin there has been a continual market for less expensive slots that have been reconditioned and upgraded. Fey, the West Coast's largest rebuilder, revamped many adding new reel strips, bulls-eye slug detecting windows, jackpot fronts and changing coin denominations. The 1914 REVAMP began as a 1912 Mills O.K. GUM VENDER, p.101; the FEY/CAILLE REVAMP a 1912 OPERATORS BELL, p. 108; the 1928 JACKPOT FRONT CONVERSION with a Fey Jackpot Front and Solenoid Gum Vender a 1923 OPERATORS BELL, p. 113; and the POINSETTIA REVAMP BELL a 1915 OPERATORS BELL, p. 109.

Fey 1928
JACKPOT FRONT CONVERSION
SOLENOID GUM VENDER



Fey 1915
FEY/CAILLE REVAMP



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A Second Bell Family



Mills 1906
LIBERTY BELL



Mass produced and sold nationwide, the Mills LIBERTY BELL quickly popularized the 3-reel bell machine. Patterned after the Fey LIBERTY BELL, this mechanism used the same operating principles but the all new cast iron case featured an enlarged window and reel tins. The reel strips, retaining the Fey symbols, were printed with 20 characters instead of the 10 used by its predecessor. This slot was later offered with the patriotic "Liberty" strips shown on the left.



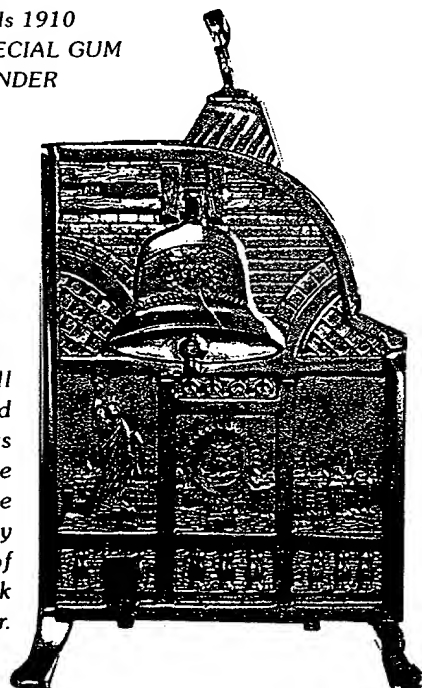
Mills Offers 5 Models

The first Mills 'Iron Case' LIBERTY BELLS (opposite page) utilized the same symbols (Bells, Suit symbols, & Horseshoes) as the Fey LIBERTY BELL. And like Fey, they also manufactured a CARD MODEL (page 84). To compliment the Liberty Bell theme, Mills also offered the patriotic reel strips like the one

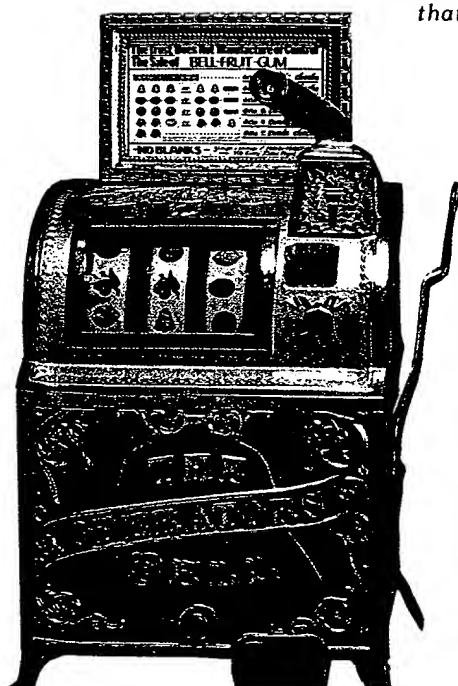
shown on the opposite page. So that the models could operate in closed territories they were frequently promoted after 1910 as "gum machines."

They still paid awards in cash, but offered an optional package of gum for each nickel played. The "gum machines" were available in two models — the SPECIAL GUM VENDER and the OPERATORS BELL.

Mills 1910
SPECIAL GUM
VENDER

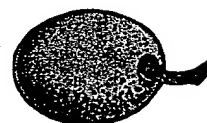
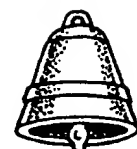
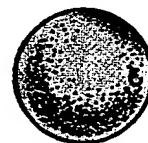


All five Mills models, as well as Caille and Watling, used identical side castings that featured a large Liberty Bell, the Statue of Liberty and a scene of New York harbor.



Mills 1910
OPERATORS BELL

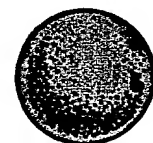
The fifth version, the OPERATORS BELL, introduced the traditional fruit, bell and bar symbols used on slot machines for the next seven decades. Manufacturers continued the popular OPERATORS BELL designation on many ensuing models into the late 1920's.



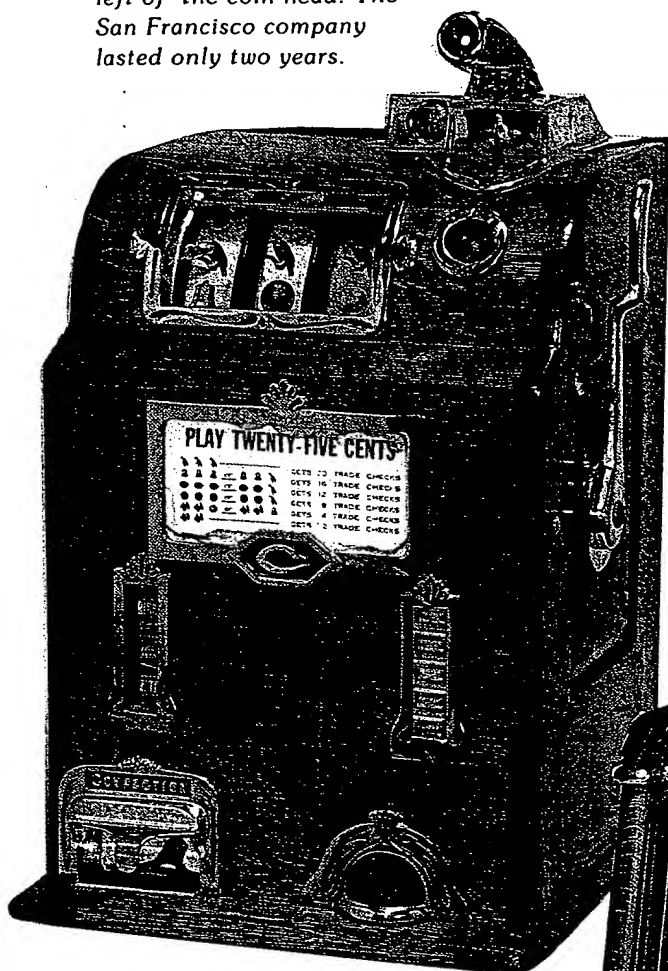
COPYRIGHT 1910

BELL-FRUIT-GUM

MILLS NOVELTY CO., CHICAGO



John B. Cooper recased early Jennings mechanisms with beautiful all-mahogany cases. The "future pay" was displayed by extensions on the pay fingers that were shown in the window to the left of the coin head. The San Francisco company lasted only two years.



Cooper 1924
AUTOMATIC COUNTER VENDER



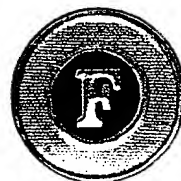
GETS 20 TRADE CHECKS
and an optional
roll of candy



Caille 1925
SUPERIOR OPERATORS BELL

Nicknamed the "Naked Lady," this classic beauty featured the first multiple coin slug detector and a new case design that lasted to the end of the decade.

Using his own castings, Fey updated an early Jennings AUTOMATIC COUNTER VENDER (p.161). He personalized the conversion with a large "F" on the top casting.



Fey 1923
OPERATORS
REVAMP BELL

